

EXCEPTIONAL PATIENT EXPERIENCE MADE SIMPLE

HOW TO ENHANCE COMMUNI- CATION *for better PX*

Making Changes Makes a Difference

- 92.4% of consumers use online reviews to guide most of their ordinary purchasing decisions
- 60.8% of patients say they've avoided doctors based on negative reviews
- 59.9% of patients say they've selected a doctor based on positive reviews
- Doctor's online reputation is very important – more than any other industry
 - 3X+ more than Hotel Reviews
 - 2X+ more than Restaurants & Bars



PATIENT EXPERIENCE TOOL KIT

Four Phases

ACCESS

COMMUNICATION

COURTESY

CARE COORDINATION

PRESS GANEY®

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The Super Communicator's Cheat Sheet

Get to Know the Patient Person

Just for a minute, talk to your patient as a person, not their provider. Give them time to tell their story and tailor your conversation accordingly

Verbal and Non-Verbal Language

Body language matters, start by sitting down when talking with patients

Keep it simple by avoiding jargon and offer clarification when needed

Repeat your patient's words to ensure you heard them correctly, then let them elaborate the details

It Takes a Village

Allow family members and caregivers to participate

Listen to their concerns, invite their participation and encourage autonomy

Tools for Better Patient Communication

A Picture is Worth a Thousand Words

Visual aids, 3D models, and medication calendars with detailed instructions improve patient understanding

Make it an Easy Read

Patient reading material should be brief, use layman's terms, and highlight key points

Data Speaks Volumes

Use Patient Experience survey results about communication to identify opportunities for improvement

Engage high-performing colleagues to mentor and coach your team

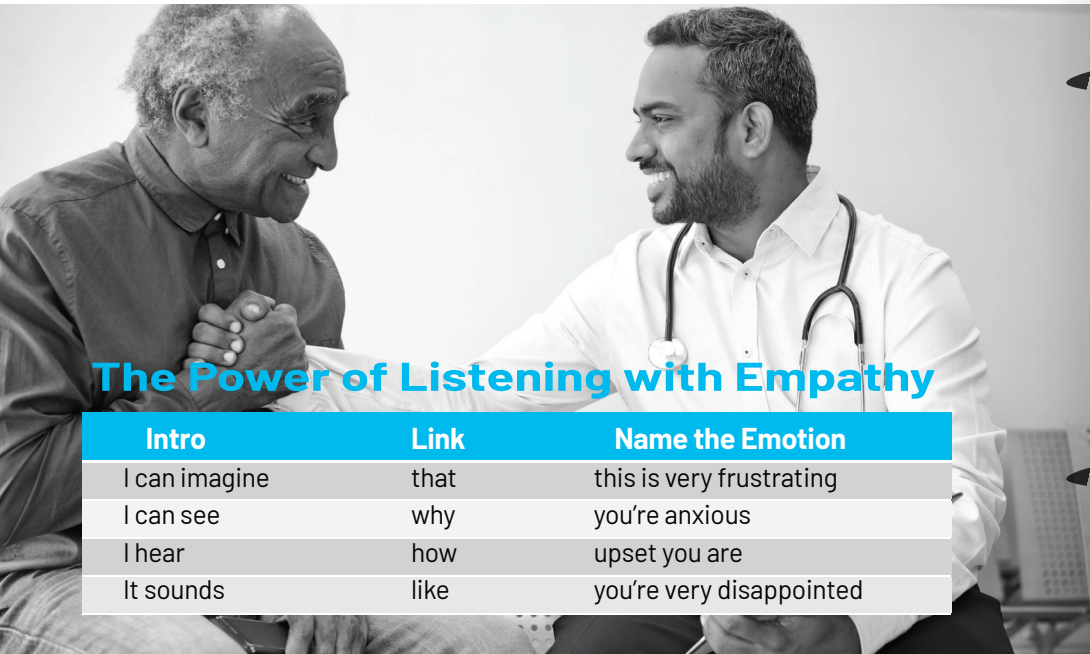
ESP

Empathy
Empathy Statements, restating the patient's feelings, demonstrates our attempt to connect

Stop
Silence prevents us from jumping in with a solution and offers patients time to think and speak

Probe
Open-ended questions allows us to explore the deeper meaning of what the patient is saying

WHAT PATIENTS WANT



The Power of Listening with Empathy

Intro	Link	Name the Emotion
I can imagine	that	this is very frustrating
I can see	why	you're anxious
I hear	how	upset you are
It sounds	like	you're very disappointed



Parroting *also called Teach-Back or Show-Me* is a method used to confirm a patient (or caretaker) understands what their provider has told them. If a patient can repeat or parrot back what their provider has told them, then we know they understand.

In Daily Practice: use Parroting / Teach-Back to assure patients understand how to get and take their medications, and what side-effects to look for.



MEDICATION MANAGEMENT IS A KEY DRIVER IN PATIENT EXPERIENCE

Welcome Me

- Knock and ask before entering
- Introduce yourself & your role
- Warmly greet me, use my name and acknowledge those in the room with me
- Smile with caring eyes
- Make a personal connection (56 seconds)
- Use a gentle touch

Make My Visit Great

Be Prepared

- Show me you understand why I am here

Don't Rush

- Sit down and face me; eye-to-eye, heart-to-heart
- Maintain eye contact with me
- Be friendly and compassionate

Have All My Info

- Demonstrate you've received my information from other care team members

Keep it Simple and Be Empathetic

- Explain things in a way I can understand
- Be empathetic with bad news
- Ask clarifying questions to validate I understand what I am being told
- Deliver messages with compassion
- Be sensitive and acknowledge those in the room with me

Sum it Up for Me

Recap My Visit

- Ask the me what questions I have
- Empower me to write down questions between visits
- Summarize the next steps in a way I understand

Build Me Up

- Use encouraging phrases
- Update on discharge dates and processes (if appropriate)

What Happens Next?

- Let the me know when you will see me next
- Let me know you will relay the plan of care to the care team
- Extend a warm farewell to me and those with me

The 4C's: Universal Relationship Skills

Connect

Demonstrate Empathy, ESP, 56 Second Compassionate Connected Care, Active Listening, Sit Down, Eye-to-Eye, Heart-to-Heart

Check

Speak with Intentional Language; Be Authentic, Be Transparent, Be Vulnerable, Be Clear, Avoid Jargon

Commit

To Follow-up and Follow-through Empathize - Summarize - Close & Care Coordination

Collect

Collect concerns and Invite Participation Provide and opportunity for questions, Seek Clarification, Share Decision Making